MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/ 2020

BMK2144 – INTEGRATED MARKETING COMMUNICATION

(All sections / Groups)

03 MARCH 2020
2.30pm – 4.30pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page) with 4 Questions only.

2. Answer **ALL** the questions. The distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

Describe the **FIVE** forms of direct response advertising, and discuss any **THREE** reasons for the success of direct response advertising.

(Total 25 marks)

QUESTION 2

Since the mid '80s the proportion of marketers' promotional budgets allocated to both consumer and trade promotion has increased while the proportion allocated to media advertising has declined. Discuss any **FIVE** reasons for the increases spending on sales promotion.

(Total 25 marks)

QUESTION 3

Find an example of an advertisement or campaign that you think reflects **FOUR** of the approaches used to develop a major selling idea such as unique selling proposition, brand image, inherent drama, and positioning. Discuss how the major selling idea is used in this advertisement or campaign.

(Total 25 marks)

QUESTION 4

Market segmentation is the dividing up of markets into distinct groups that have common needs and will respond to the same marketing actions. Discuss **FIVE** types of segmentation strategies and explain how companies employ each of the strategy with appropriate examples.

(Total 25 marks)

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